

PSJ2 Exh 166



Opana® ER Savings Card Program Promotional Response & ROI Analysis

September 2010 through March 2012 (Inclusive of Pre-Period)

June 26, 2012



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Key Findings

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- Analyzing the overall program 13 months post launch (March 2011 through March 2012), the savings card program ROI is 28.9 to 1.
- During three months since December 2011 analysis period, 5,465 new patients and 1,067 new prescribers were acquired through Savings card program.
- 61.7% of Opana ER NRx volume came from Pain prescribers and had the highest average gain of 45.9 NRx per prescriber over their control counterparts. This is an increase of 9.6 NRx from the December 2011 report period.
- Patient and HCP Print-on-Demand tactics demonstrated the highest average NRx volume gain of 4.7 NRx per participating prescriber per month over the control group compared to other tactics.
- Patient Print-on-Demand card users have the highest average card use of 3.26 times, with 61% of patients using their cards two or more times.



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Executive Summary

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Program Impact:

| Incremental Change* | | |
|--------------------------------|-----------|--------------|
| Number of Prescribers Measured | NRx Share | NRx Volume** |
| 1,691 | 6.9% | 3,223/month |

* Incremental is pre versus post period and participating prescribers versus control group

** Pre-program period is September 2010 through February 2011

** Including total participating prescribers per month across all tactics

- All tactics combined, the Opana ER Savings Card Program participants demonstrated statistically significant incremental gains in NRx share and volume versus the control group.
 - NRx share incremental change of **6.9** share points, an increase of **1** share points from the December 2011 report period.
 - Incremental NRx volume of **3,223** additional NRxs per month, an increase of **445** additional NRxs from the December 2011 report period.
- Pain specialty** participating prescribers accounted for 61.7% of Opana ER NRx volume in the promotional period and **had the highest average NRx gain of 45.9 NRx per prescriber** over their control counterparts.
- Print-on-Demand** participating prescribers (n=649) had the largest NRx share gain of **9.6 share points** over their control counterparts.
- In March 2012, HCP and Patient Print-on-Demand participating prescribers demonstrated the highest Opana ER NRx volume gain per participant prescriber per month over their control counterparts of **4.7 additional incremental NRx**.
- In March 2012, Savings card program NRx claims comprised 7.9% of Opana ER NRxs nationwide, an increase of 1% from the December 2011 report period.



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oxymorphone HCl 0

EXTENDED-RELEASE TABLETS

30mg 25mg 20mg 15mg

Executive Summary

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ROI:

- Analyzing the 13 months for the Savings card program (March 2011 through March 2012) has realized an ROI of 28.9 to 1. Meaning, that for every dollar spent on this program, \$28.9 in brand revenue was earned*.

| | |
|---|---------------|
| Total program revenue | \$ 65,670,533 |
| Program costs (all including patient benefit and pharmacy fees) | \$ 2,270,596 |
| ROI (Revenue / Costs) ¹ | 28.91 |

¹ The actual ROI value was rounded to 1 decimal point.

*Based on the Savings card program cost and blended Opana ER WAC price.



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EXTENDED-RELEASE TABLETS
50 mg 25 mg 20 mg 10 mg

Executive Summary

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Program Response- Patients:

- Through March 2012, patients using a Pharmacy Direct card, Patient Starter Kit Copay Savings card, Healthcare professional (HCP) or Patient Print-on-Demand card totaled **25,647*** patients with **25,376** unique patients. This is an increase of **5,465** new patients from the December 2011.
 - 20,230** or **78.9%** of patients were using the Patient Starter Kit Copay Savings card.
 - 4,157** or **16.2%** of patients were using the HCP or Patient Print-on-Demand card.
 - 1,260** or **4.9%** of patients were using the Pharmacy Direct card. The number of patients using the Pharmacy Direct card increased by **41.7%** compare to December 2011 analysis period.
- Of the patients who began using their cards in April 2011, **64%** had used their card more than once among all tactics combined. Participating patients who used the **Patient Print-on-Demand card** had the highest usage with **61%** using their card two or more times and had the average card usage rate of **3.26** times.

Program Response- Prescribers:

- As of the end of March 2012, unique participating prescribers totaled **6,800** with **83.3% being targets** and **15.5% non-targets**.
 - 5,283** or **59.3%** of cumulative prescribers had patients using the Patient Starter Kit Copay Savings card.
 - 2,916** or **32.4%** of prescribers had patients using either a Patient or HCP Print-on-Demand card with **the majority (76%) using the Patient Print-on-Demand card**.
 - 739** or **8.3%** of cumulative prescribers had patients using the Pharmacy Direct card.
- Participating prescribers represented **16.3%** of national Opana ER prescribers (based on IMS Xponent) and **16.7%** of Opana ER's target universe.



Source: OPUS Health matched to IMS Xponent



Opana ER
(oxytropine HCl) 0

EXTENDED-RELEASE TABLETS

30mg 25mg 20mg 15mg

Agenda

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NRx Share and Volume

ROI

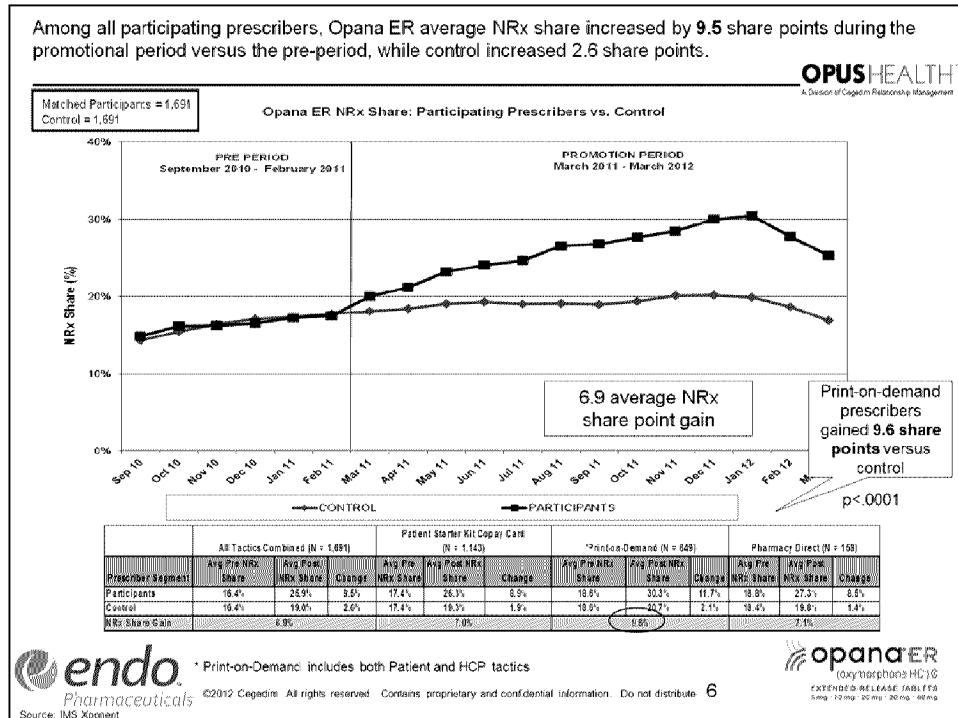
Program Summary

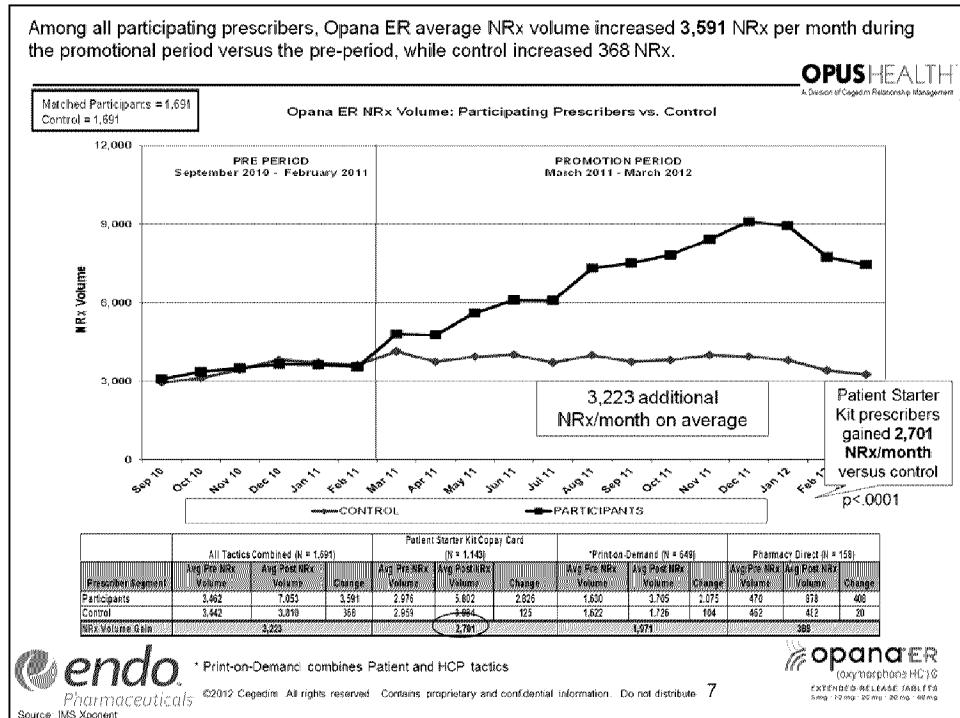
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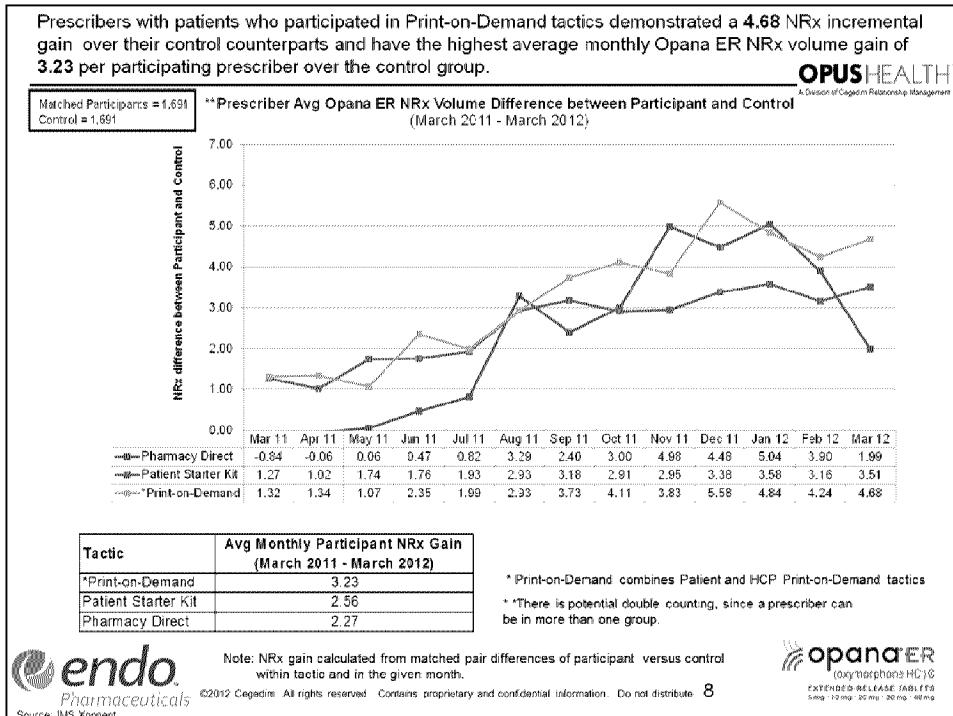


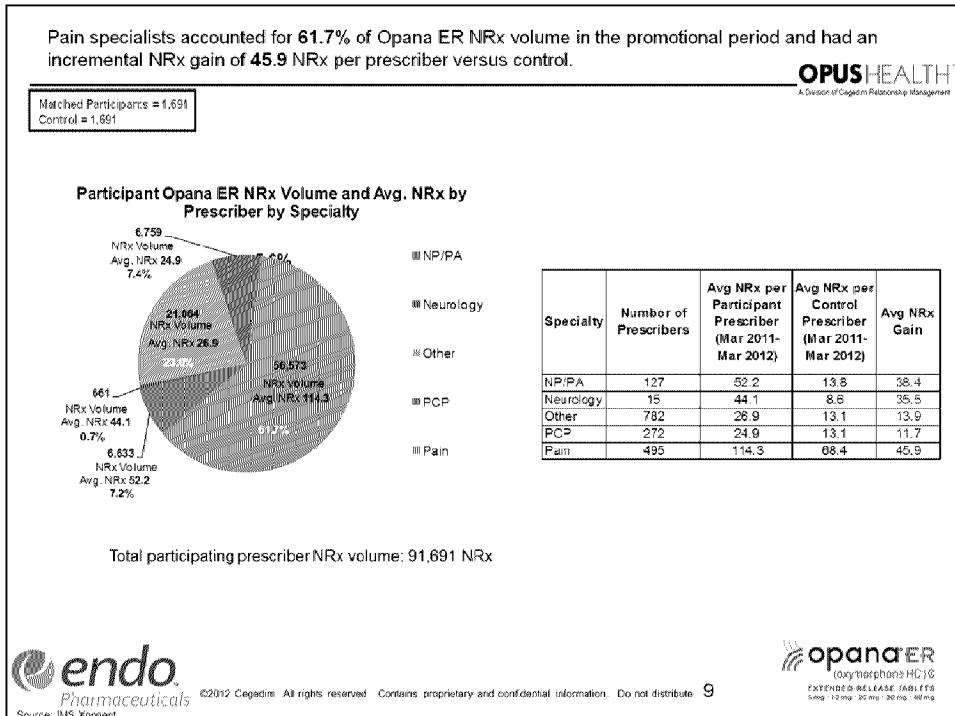
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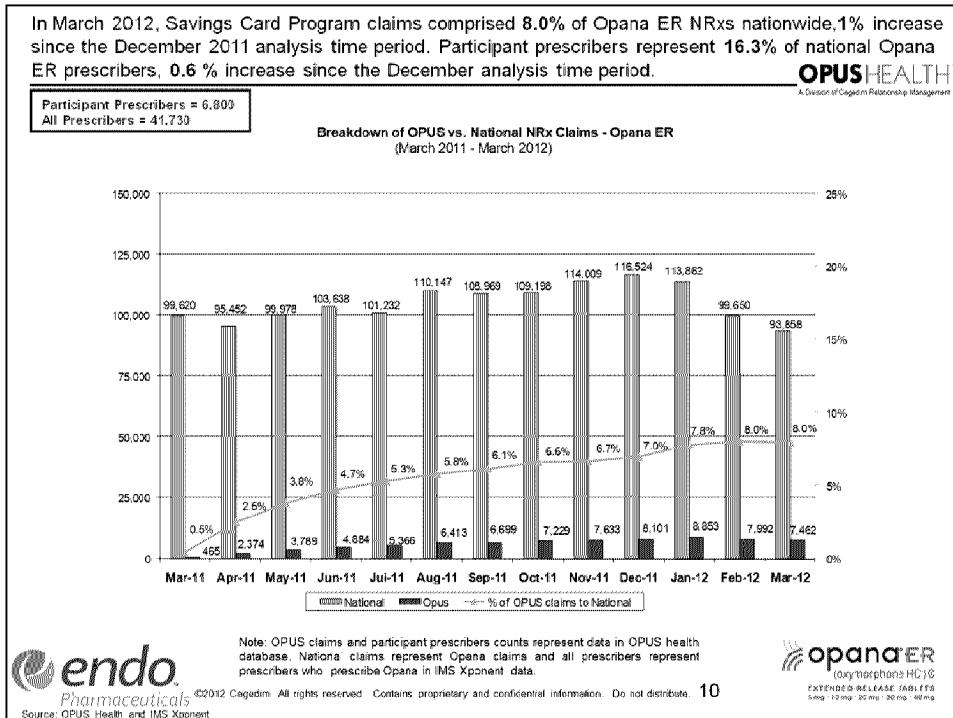












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NRx Share and Volume

ROI

Program Summary

Appendix



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ROI Calculation Based on Paired Differences

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| <i>Based on paired differences (Test prescribers versus control prescribers for each matched pair)</i> | |
|--|---------------|
| 1 Monthly Rx difference (Test prescriber NRx-Control prescriber NRx) ¹ | 3.16 |
| 2 Prescribers per month (weighted average with all prescribers) | 2,819 |
| 3 Program months | 13 |
| 4 Incremental NRx (line 1 x line 2 x line 3) ² | 115,643 |
| 5 Net NRx value (Blended price of actuals) ³ | \$ 567.87 |
| 6 Total program revenue (line 4 x line 5) ⁴ | \$ 65,670.533 |
| 7 Program costs (all including patient benefit and pharmacy fees) | \$ 2,270.596 |
| 8 ROI (Revenue / Costs) ⁵ | 28.9:1 |

¹ The number of Test/Control pairs per month are based on the month Test prescriber has patient's script redeemed with the Savings card.

² The number in line 4 is different from the result of calculations (line 1 x line 2 x line 3) due to the rounding of the numbers in line 1 and 2. The actual monthly Rx difference is 3.15503121651296 and prescribers per month is 2819.49798420629.

³ WAC price per pill in conjunction with the % allocation of Opana ER pills based on strength (see slide 27 for details).

⁴ The number in line 6 is different from the result of calculations (line 4 x line 5) due to the rounding of the numbers in line 4 and 5. The actual incremental NRx is 115642.854015861 and net NRx value is 567.873682905078.

⁵The actual ROI value was rounded to 1 decimal point.



Sources: OPUS Health Database of program transactions (March 2011 through March 2012) and MS Xponent (September 2010 through March 2012 inclusive of pre-period)

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EXTENDED-RELEASE TABLETS
8 mg 12 mg 24 mg 48 mg 96 mg

Program Costs (March 2011 through March 2012)

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- Cegedim program direct costs include: program setup, monthly management fees, materials production cost, electronic transaction and pharmacy check processing, live pharmacy direct notice and pharmacy postage, manual claim processing. Program redemption costs include: patient and pharmacy incentive from March 2011 through March 2012.

Cegedim Program
Direct Costs
\$ 498,528

+

Program
Redemption Costs
\$ 1,772,068

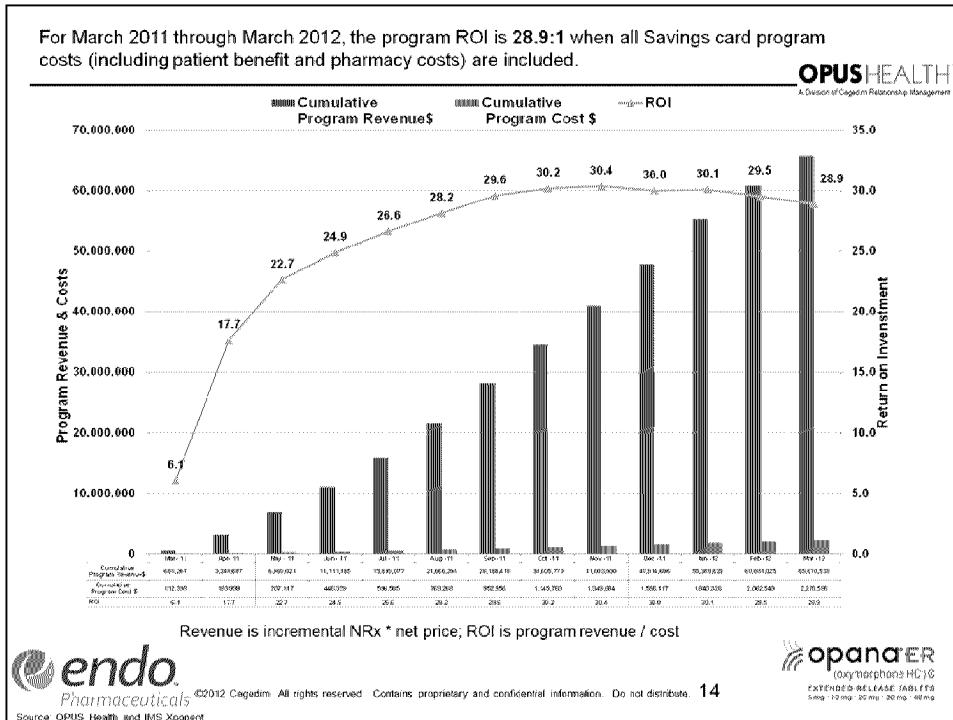
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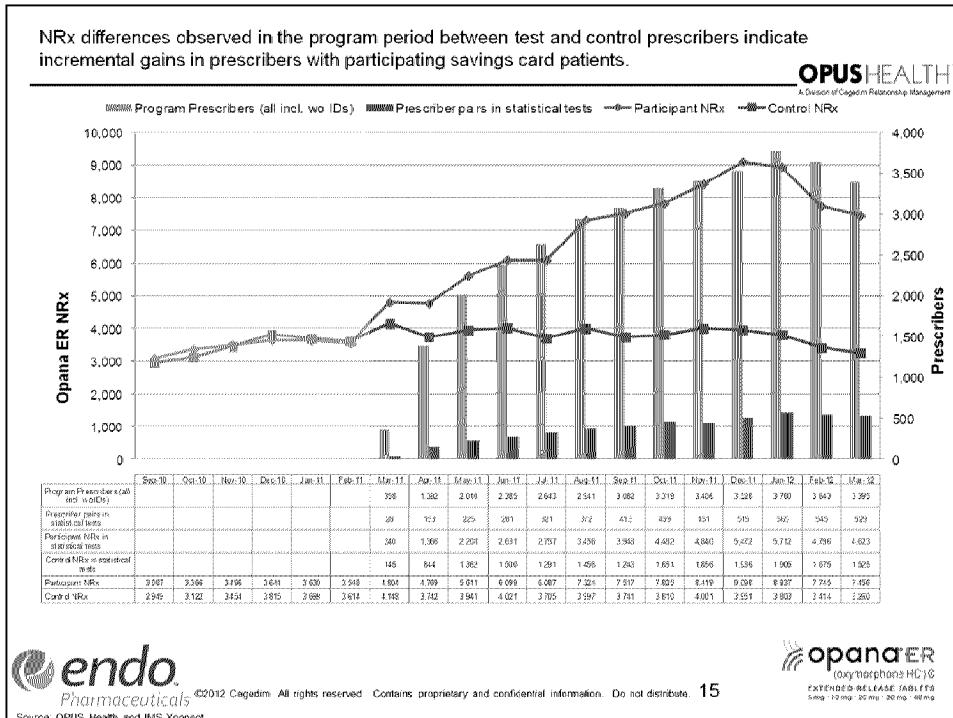
Total Direct Program Costs
\$ 2,270,596



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NRx Share and Volume

ROI

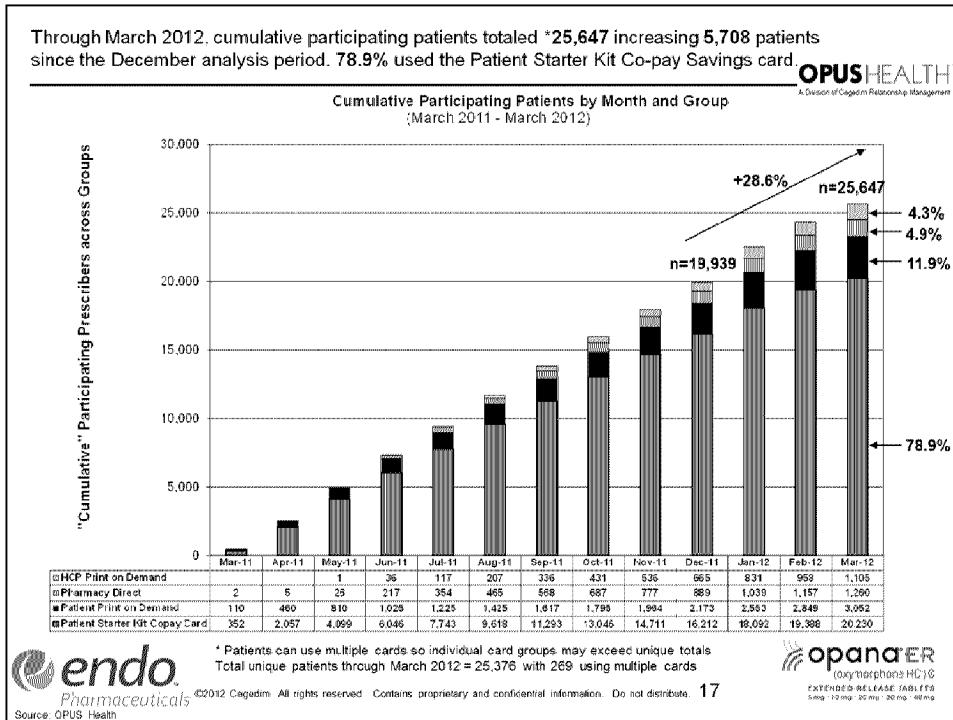
Program Summary

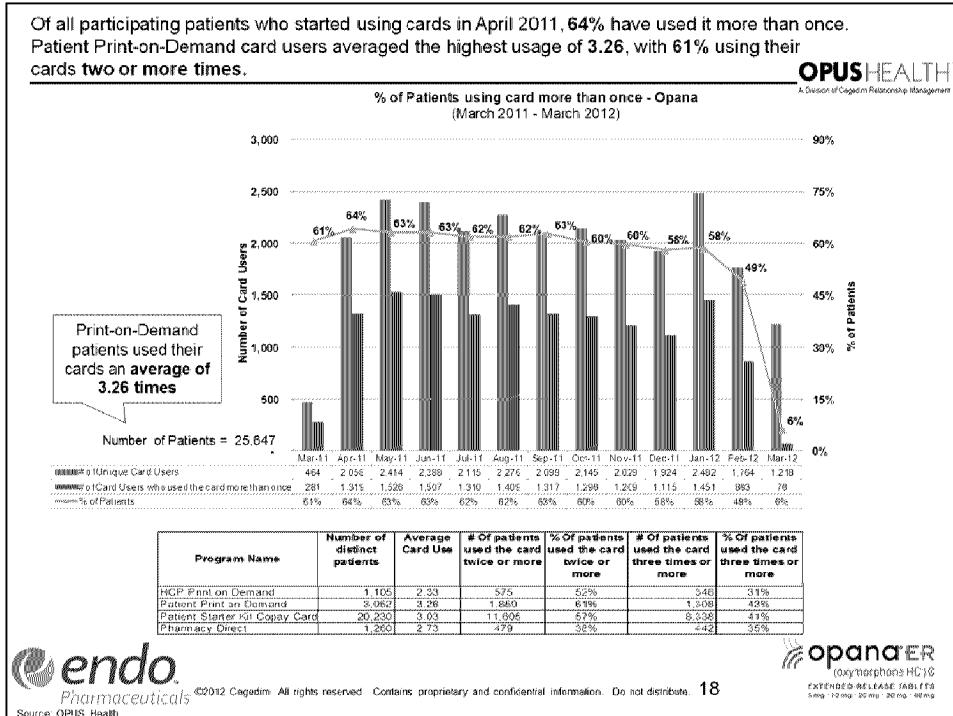
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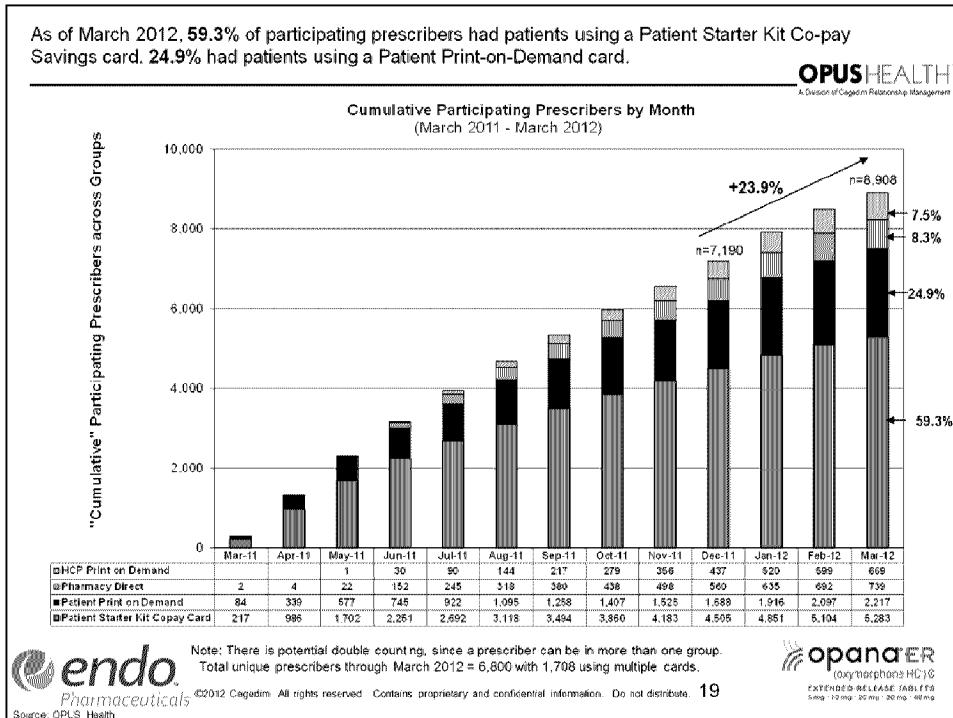


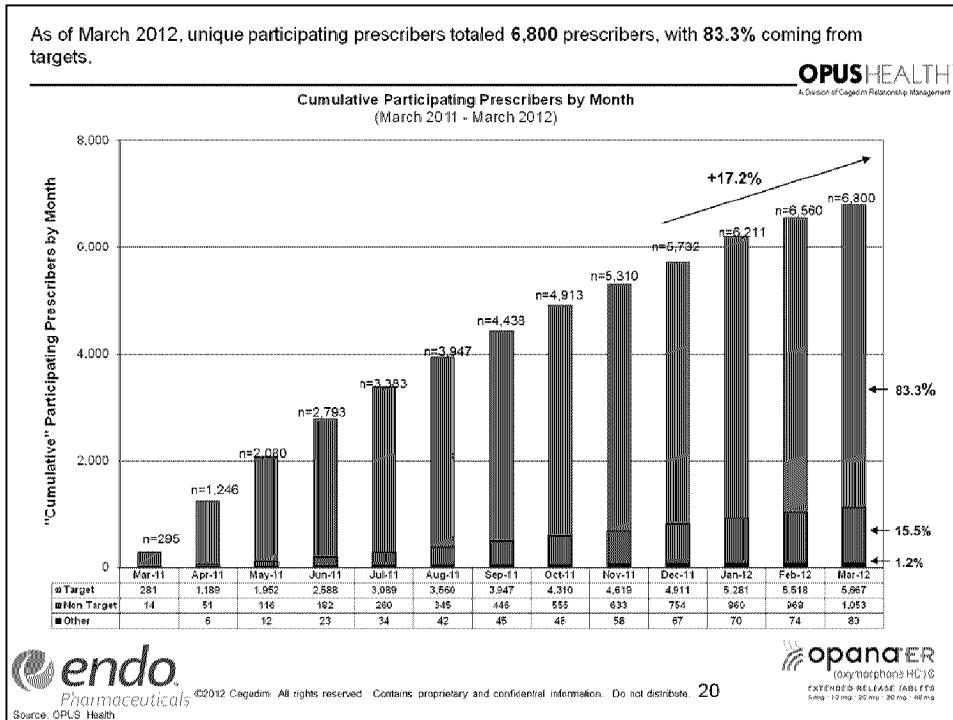
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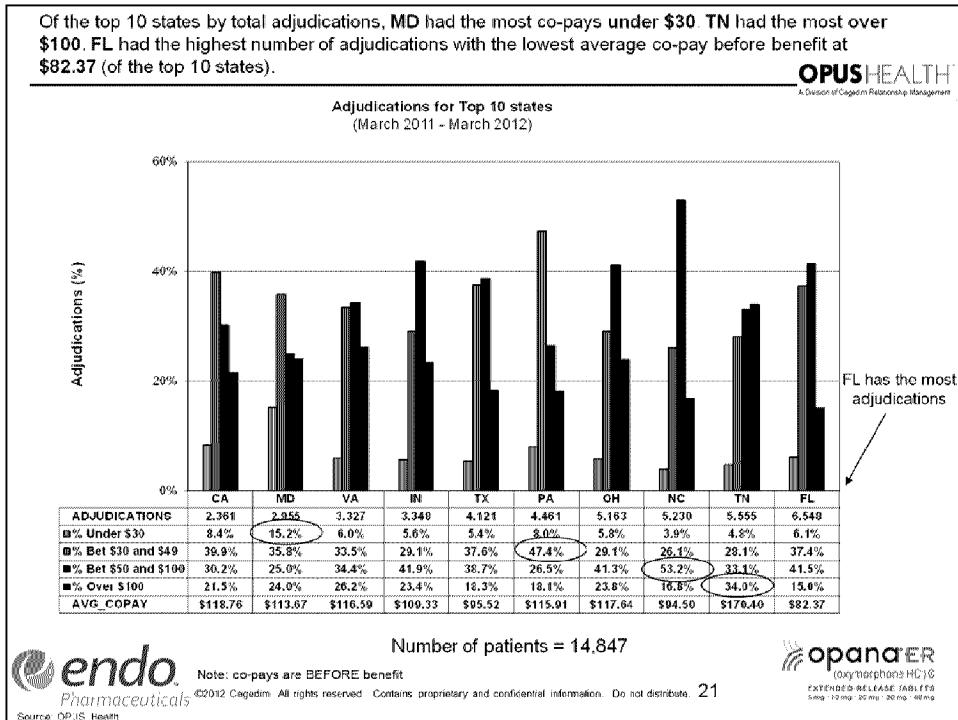












Agenda

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NRx Share and Volume

ROI

Program Summary

Appendix



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Analysis Background

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ROI Methodology:

- The ROI methodology uses a paired samples t-test which compares each test and control prescriber pair. Incremental NRx in each month is the average NRx difference between each pair test prescriber (those with participating patients) and respective control prescriber. Statistically significant differences are multiplied by the total number of prescribers participating in the program in the given month and added across the program months.

Participating Prescribers:

- A total of 6,800 unique prescribers who participated in the Opana ER Savings Card program as of March 2012 were identified in the OPUS card program database (based on prescriber's DEA identification number). Of these, 6,530 had at least 1 Opana ER TRx in the analysis period in IMS Xponent, and therefore could be measured.

Control Prescribers:

- A control group was established retrospectively as one was not established prior to the rollout of the program in March 2011. 35,455 prescribers were identified in IMS Xponent as having prescribed at least 1 Opana ER TRx in the analysis period and did not have a card redemption for the Opana ER Savings Card program in the promotional period. These prescribers could then be used for the control group pool.

Market definition:

- Opana ER, Embeda, Oxycontin, Nucynta, Nucynta ER, Kadian, Exalgo, Avinza

Time Period:

- Pre-Period: September 2010 through February 2011
- Promotion-Period: March 2011 through March 2012



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Program Overview and Objectives



The Prescriber Promotional Response Analysis measures the impact of the Opana ER Patient Experience Program Copay Card on prescribers that have patients using the Opana ER Copay cards in their practices. The analysis is for the 13 month period ending March 31, 2012.

Program Overview:

- The Opana ER Patient Experience Program was launched in March, 2011 with the following components:
 - In Office Patient Savings Card contained in the Program Starter Kit
 - Patient Print-on-Demand enables patients to visit the Opana ER website and download and print a copay card
 - Prior to downloading a card, patients are presented with optional enrollment into the CRM program and then receive a Welcome Email
 - The Pharmacy Direct program generates a copay card via fax to the pharmacy for patients who have not previously used a copay card.
- The HCP Print on Demand program allowed prescribers to print up to 10 copay cards from the Opana ER site to distribute to patients.

Program Objective:

- Increase NRx share and volume among participating prescribers.



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Control Group Selection

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Total card redemptions
n = 77,260



**Unique participating prescribers in Opus Health database n = 6,800



Unique participating prescribers matched to IMS Xponent With at least 1 Market TRx in the analysis period n = 6,530

Control Matching (*pre-period)

KEY METRICS:

- Opana ER NRx Share +/- 10%
- Opana ER NRx Volume +/- 10%
- Market TRx Volume +/- 10%
- Same Specialty Group (PCP, Pain, NP/PA, Neurology, Other)
- Same State
- Same Call Status (CO, NCO, NA)
- Prescriber should have at least 1 Opana script in the program period (March 2011 through March 2012)

* Pre-period = September 2010 through February 2011

Analysis Universe

25.9%

1,691
Participating prescribers matched to control



**Includes all participating prescribers with identifiable DEAs
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Opana^{ER}
(oxytropine HCl) 0
EXTENDED-RELEASE TABLETS
30 mg 25 mg 20 mg 15 mg

Opana ER Net Price Assumptions

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| Product | Strength | WAC Unit Price using FCB Data | | 13-wk avg Pills per Trx as of 12/9* | | Weighted price per Trx | | WAC Unit Price using FCB Data | | 13-wk avg Pills per Trx as of 12/9* | | Weighted price per Trx | | WAC Unit Price using FCB Data | | 13-wk avg Pills per Trx as of 12/9* | | Weighted price per Trx | | | |
|-------------------------------------|----------|-------------------------------|--------------------|-------------------------------------|------------------------|-------------------------------|--------------------|-------------------------------------|------------------------|-------------------------------------|--------------------|-------------------------------------|------------------------|-------------------------------|--------------------|-------------------------------------|------------------------|-------------------------------|--------------------|-------------------------------------|------------------------|
| | | May-11 | May-11 | Aug-11 | Mar-11 | Mar-11 | Apr-11 | Apr-11 | Apr-11 | Aug-11 | May-11 | May-11 | Aug-11 | May-11 | Aug-11 | May-11 | Jun-11 | Jun-11 | Jun-11 | | |
| Opana ER | | | | | | | | | | | | | | | | | | | | | |
| Opana ER E RID 07206 | 40MG | \$ 1,799 | 5% | 60.5 | 5.44 | \$ 1,799 | 5% | 59.5 | 6.44 | \$ 1,799 | 5% | 60.5 | 5.44 | \$ 1,799 | 5% | 60.5 | 5.44 | \$ 1,799 | 5% | | |
| Opana ER E RID 07206 | 60MG | \$ 3,493 | 17% | 60.8 | 56.72 | \$ 3,4523 | 17% | 178.8 | 60.83 | 35.72 | 6 3,4563 | 17% | 60.8 | 35.72 | \$ 3,4463 | 17% | 60.8 | 35.72 | \$ 3,4463 | 17% | |
| Opana ER E RID 07206 | 200MG | \$ 6,181 | 26% | 62.2 | 55.32 | \$ 6,1501 | 26% | 216.8 | 62.28 | 95.32 | \$ 6,1390 | 26% | 62.2 | 95.32 | \$ 6,1350 | 26% | 62.2 | 95.32 | \$ 6,1350 | 26% | |
| Opana ER E RID 07206 | 300MG | \$ 8,824 | 15% | 64.5 | 65.90 | \$ 8,8234 | 15% | 64.9 | 65.90 | \$ 8,8234 | 15% | 64.9 | 65.90 | \$ 8,8234 | 15% | 64.9 | 65.90 | \$ 8,8234 | 15% | | |
| Opana ER E RID 07206 | 400MG | \$ 11,567 | 39% | 77.3 | 238.37 | \$ 11,5167 | 39% | 389.8 | 77.32 | 339.47 | \$ 11,52 | 39% | 77.3 | 339.47 | \$ 11,5158 | 39% | 77.3 | 339.47 | \$ 11,5158 | 39% | |
| Weighted price per Trx for Opana ER | | | | | | \$881.85 | | | | | | | | | | | \$886.44 | | | \$886.44 | |
| | | | | | | | | | | | | | | | | | | | | | |
| Product | Strength | WAC Unit Price using FCB Data | Avg % Contribution | 13-wk avg Pills per Trx as of 12/9* | Weighted price per Trx | WAC Unit Price using FCB Data | Avg % Contribution | 13-wk avg Pills per Trx as of 12/9* | Weighted price per Trx | WAC Unit Price using FCB Data | Avg % Contribution | 13-wk avg Pills per Trx as of 12/9* | Weighted price per Trx | WAC Unit Price using FCB Data | Avg % Contribution | 13-wk avg Pills per Trx as of 12/9* | Weighted price per Trx | WAC Unit Price using FCB Data | Avg % Contribution | 13-wk avg Pills per Trx as of 12/9* | Weighted price per Trx |
| Opana ER | | | | | | | | | | | | | | | | | | | | | |
| Opana ER E RID 07206 | 40MG | \$ 1,799 | 5% | 60.50 | 5.44 | \$ 1,799 | 5% | 59.50 | 5.44 | \$ 1,799 | 5% | 60.50 | 5.44 | \$ 1,799 | 5% | 60.50 | 5.44 | \$ 1,799 | 5% | | |
| Opana ER E RID 07206 | 60MG | \$ 3,493 | 17% | 60.80 | 56.72 | \$ 3,4523 | 17% | 178.80 | 60.83 | 35.72 | \$ 3,4563 | 17% | 60.80 | 35.72 | \$ 3,4463 | 17% | 60.80 | 35.72 | \$ 3,4463 | 17% | |
| Opana ER E RID 07206 | 200MG | \$ 6,181 | 26% | 62.20 | 55.32 | \$ 6,1501 | 26% | 216.80 | 62.20 | 95.32 | \$ 6,1390 | 26% | 62.20 | 95.32 | \$ 6,1350 | 26% | 62.20 | 95.32 | \$ 6,1350 | 26% | |
| Opana ER E RID 07206 | 300MG | \$ 8,824 | 15% | 64.90 | 85.30 | \$ 8,8234 | 15% | 64.90 | 85.30 | \$ 8,8234 | 15% | 64.90 | 85.30 | \$ 8,8234 | 15% | 64.90 | 85.30 | \$ 8,8234 | 15% | | |
| Opana ER E RID 07206 | 400MG | \$ 11,567 | 37% | 77.30 | 339.37 | \$ 11,5167 | 37% | 389.80 | 77.32 | 338.21 | \$ 11,5167 | 37% | 77.30 | 338.21 | \$ 11,5167 | 37% | 77.30 | 338.21 | \$ 11,5167 | 37% | |
| Weighted price per Trx for Opana ER | | | | | | \$886.44 | | | | | | | | | | | \$886.38 | | | \$886.38 | |
| | | | | | | | | | | | | | | | | | | | | | |
| Product | Strength | WAC Unit Price using FCB Data | Avg % Contribution | 13-wk avg Pills per Trx as of 12/9* | Weighted price per Trx | WAC Unit Price using FCB Data | Avg % Contribution | 13-wk avg Pills per Trx as of 12/9* | Weighted price per Trx | WAC Unit Price using FCB Data | Avg % Contribution | 13-wk avg Pills per Trx as of 12/9* | Weighted price per Trx | WAC Unit Price using FCB Data | Avg % Contribution | 13-wk avg Pills per Trx as of 12/9* | Weighted price per Trx | WAC Unit Price using FCB Data | Avg % Contribution | 13-wk avg Pills per Trx as of 12/9* | Weighted price per Trx |
| Opana ER | | | | | | | | | | | | | | | | | | | | | |
| Opana ER E RID 07206 | 40MG | \$ 1,799 | 5% | 80.80 | 5.44 | \$ 1,799 | 5% | 80.80 | 5.44 | \$ 1,799 | 5% | 80.80 | 5.44 | \$ 1,799 | 5% | 80.80 | 5.44 | \$ 1,799 | 5% | | |
| Opana ER E RID 07206 | 60MG | \$ 3,493 | 17% | 80.80 | 35.72 | \$ 3,4523 | 17% | 178.80 | 80.83 | 35.72 | \$ 3,4563 | 17% | 80.80 | 33.62 | \$ 3,4463 | 17% | 80.80 | 33.62 | \$ 3,4463 | 17% | |
| Opana ER E RID 07206 | 200MG | \$ 6,181 | 26% | 82.20 | 55.32 | \$ 6,1501 | 26% | 216.80 | 82.20 | 95.32 | \$ 6,1390 | 26% | 82.20 | 95.32 | \$ 6,1350 | 26% | 82.20 | 95.32 | \$ 6,1350 | 26% | |
| Opana ER E RID 07206 | 300MG | \$ 8,824 | 15% | 84.90 | 85.30 | \$ 8,8234 | 15% | 75.80 | 84.90 | 85.30 | \$ 8,8234 | 15% | 64.90 | 85.30 | \$ 8,8234 | 15% | 64.90 | 85.30 | \$ 8,8234 | 15% | |
| Opana ER E RID 07206 | 400MG | \$ 11,567 | 37% | 77.30 | 339.37 | \$ 11,5167 | 37% | 389.80 | 77.32 | 338.21 | \$ 11,5167 | 37% | 77.30 | 338.21 | \$ 11,5167 | 37% | 77.30 | 338.21 | \$ 11,5167 | 37% | |
| Weighted price per Trx for Opana ER | | | | | | \$886.44 | | | | | | | | | | | \$886.38 | | | \$886.38 | |

* WAC unit price per pill strength, average % of strength contribution
and 13 weeks average pills per Trx were provided by Endo.



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Extended-release (Ab)TGA
50 mg 25 mg 50 mg

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Statistical Tests

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- These statistical tests represent monthly pairwise differences for March 2011 through March 2012.
- A probability value of <=.05 indicates a significant difference between test and control physicians.

| Metric | Difference (Mean) | Participant | | Control Group | | UNPUs | | | | | | | | |
|----------------|-------------------|-------------|---------|---------------|---------|---------|---------|--------|---------|---------|---------|---------|---------------|----|
| | | LowerCL | UpperCL | Mean | StdDev | LowerCL | UpperCL | StdDev | StdDev | StdErr | Minimum | Maximum | Value | DF |
| NRxTotal | -9177 | 17825 | 20728 | 117338 | 118251 | 118445 | 118249 | 118443 | 0.0761 | -41.018 | 465.3 | 2423 | 21982 < .0001 | |
| MarketNRxTotal | 4.122 | 3.8157 | 4.4283 | 23.1687 | 22.9542 | 23.3874 | 22.9538 | 23.387 | 0.1563 | -200.2 | 617.4 | 23.38 | 21982 < .0001 | |
| NR Share | 0.0629 | 0.058 | 0.0677 | 0.3698 | 0.3632 | 0.3701 | 0.3632 | 0.3701 | 0.00247 | -1 | 1 | 25.43 | 21982 < .0001 | |
| TRxTotal | -9177 | 17823 | 2073 | 117468 | 11839 | 118565 | 118397 | 11853 | 0.0795 | -81.018 | 465.3 | 24.2 | 21982 < .0001 | |
| MarketTRxTotal | -4.1316 | 3.8245 | 4.4388 | 23.2311 | 23.0159 | 23.4853 | 23.0156 | 23.499 | 0.1567 | -200.2 | 617.4 | 23.37 | 21982 < .0001 | |
| TRx Share | 0.0627 | 0.0579 | 0.0675 | 0.3698 | 0.3632 | 0.3701 | 0.3632 | 0.3701 | 0.00247 | -1 | 1 | 25.34 | 21982 < .0001 | |



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Source: OPUS Health and IMS Xponent

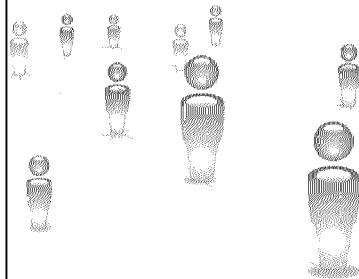


(Oxytropidone HCl) ER

EXTENDED-RELEASE TABLETS

50mg 125mg 250mg 500mg

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Thank you.

For More Information, Contact
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endo
Pharmaceuticals

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opanadER
(oxytremphine HCl) ER
EXTENDED-RELEASE TABLETS
5mg 12.5mg 25mg 50mg 100mg